

Vicky Soderberg (@CygnetUpdates), Cygnet Strategies

Vicky is a demonstrated idea catalyst. She embraces the challenge of restoring and preserving sense of place while igniting economic development in a variety of settings.

Where does social media fit in? Everywhere, because visitors are on-line, on phones and on tablets choosing where to spend their time and money.

Vicky has spent more than 25 years engaged in assessing tourism product from reviewing hotels in the US and Europe to working with large and small communities on tourism development and marketing projects. She's passionate about creating innovative, affordable and sustainable solutions.

As both a principal and a partner on projects, she excels at facilitating conversations to breathe new life into communities, improve tourism, and revitalize small businesses. Vicky also helps communities overcome their social media uncertainty, weaving social media into their marketing and product development while enhancing sense of place.